

WHAT IS CLAIMED IS:

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5 1. A composition in the form of an aqueous emulsion or dispersion, said composition comprising:

- 10 (a) at least one copolymer comprising (i) about 10 to 85 weight percent of (meth)acrylate ester of C<sub>4</sub> to C<sub>18</sub> straight and/or branched chain alkyl alcohol, (ii) about 10 to 70 weight percent of (meth)acrylate ester of a saturated or unsaturated cyclic alcohol containing 6 to 20 carbon atoms; and
- (b) an aqueous carrier, solvent, or vehicle component,

15 said composition used for cosmetic and personal care applications, wherein when said cosmetic application is a hair care composition, said hair care composition does not have a reshapeable effect.

20 2. The composition of claim 1, wherein said (a)(i) component is selected from the group consisting of isooctyl (meth)acrylate, n-butyl (meth)acrylate, isobutyl acrylate, t-butyl (meth)acrylate, 2-methylbutyl acrylate, 2-ethylhexyl (meth)acrylate, n-octyl (meth)acrylate, isononyl (meth)acrylate, lauryl (meth)acrylate, octadecyl (meth)acrylate, and combinations thereof.

25 3. The composition of claim 1, wherein said (a)(ii) component is selected from the group consisting of bicyclo[2.2.1]heptyl (meth)acrylate; adamantyl (meth)acrylate; 3,5-dimethyladamantyl (meth)acrylate; isobornyl (meth)acrylate; tolyl (meth)acrylate; phenyl (meth)acrylate; t-butylphenyl (meth)acrylate; 2-naphthyl (meth)acrylate; benzyl methacrylate; cyclohexyl methacrylate; menthyl methacrylate; 3,3,5-trimethylcyclohexyl methacrylate; dicyclopentenyl (meth)acrylate; 2-(dicyclopentenyl)oxyethyl (meth)acrylate; and combinations thereof.

30 4. The composition of claim 1 wherein said copolymer further comprises up to about 20 weight percent of a hydrophilic monomer.

5. The composition of claim 4, wherein said hydrophilic monomer is selected from the group consisting of acrylic acid, methacrylic acid, N-vinyl-2-pyrrolidone and combinations thereof.

6. The composition of claim 1, wherein said composition is formed into a film, said film having less than about 50 grams of tack when tested according to ASTM D 2979-95.

7. The composition of claim 1, wherein <sup>when</sup> said composition is formed into a film, said film passes the flexibility test when tested according to ASTM D 4338-97.

8. The composition of claim 1, wherein said copolymer has average particle size of less than about 1 micrometers.

9. <sup>20 m fers</sup> The composition of claim 1 used in cosmetic and personal care applications selected from the group consisting of mascara, foundation, rouge, face powder, eye liner, eyeshadow, lipstick, insect repellent, nail polish, skin moisturizer, skin cream, body lotion, and sunscreen.

10. The composition of claim 1, wherein said hair care composition is selected from the group consisting of shampoos, conditioners, hair sprays, mousses, and gels.

11. The composition of claim 1 having a  $T_g$  less than 35° C.

12. The composition of claim 1 further comprising ingredients selected from the group consisting of emollients, humectants, propellants, pigments, dyes, buffers, organic suspending agents, inorganic suspending agents, organic thickening agents, inorganic thickening agents, waxes, surfactants, plasticizers, preservatives, flavoring agents, perfumes, vitamins, herbal extracts, skin bleaching agents, hair bleaching agents, skin coloring agents, hair coloring agents, antimicrobial agents, and antifungal agents and combinations thereof.

13. The composition of claim 1 comprising a blend of said copolymer.

14. The composition of claim 1, wherein said (b) component is selected from the group consisting of water, C<sub>1</sub> to C<sub>4</sub> branched or straight chain aliphatic alcohol, and combinations thereof.

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15. The composition of claim 14, wherein said C<sub>1</sub> to C<sub>4</sub> branched or straight chain aliphatic alcohol is selected from the group consisting of ethanol, n-propanol, 2-propanol, and combinations thereof.

10 16. The composition of claim 14 further comprising solvents selected from the group consisting of hexamethyldisiloxane, cyclic silicones, C<sub>4</sub> to C<sub>10</sub> alkanes, acetone, and hydrofluoroethers.

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